

NATIONAL CANNERS ASSOCIATION



Information Letter



FOR N. C. A. MEMBERS

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Make the Last Days of the Campaign Count

"Through careful canvass we have found that the retail grocer who grasps the idea and features a display of quality canned foods is reaping the benefit," writes a local chairman for the Quality Campaign in a western city. "The writer is personally acquainted with a merchant who has made a display of canned foods, the result of which has been additional sales of about \$100 a day since the campaign opened. All of his clerks are on their toes as to sales, as well as the telephone operators handling the telephone business."

That the retailers in this western city are getting these benefits is due largely to the fact that the jobbers and canners in the territory have not only got display materials into the hands of retailers but have also sold them the idea of the campaign. The retailer is the key man in the campaign. Whether or not he is sold on the idea depends on what the broker, jobber and canner have done to interest him. And there is still time to get him actively at work.

Association to Collect Statistics on Intended Pea Acreage

As the Bureau of Agricultural Economics of the U. S. Department of Agriculture, because of lack of funds, will not this year collect and publish reports on the intended acreage of peas and sweet corn, the National Canners Association is undertaking to collect these figures in order that the information may be made available to all interested parties.

Last year the Bureau of Agricultural Economics made intended acreage reports on corn, peas and tomatoes, but, as

stated in its program for canning crops reports published in the Information Letter for March 10, such figures will this year be collected only for tomatoes.

Schedules on which to report last year's acreage and acreage intended to be planted this year have been sent to all pea canners, and prompt return of the schedules will enable the Association to announce the results at an early date. The information when compiled will be announced only in the form of totals for the entire country and for such states as can be shown separately without disclosing the operations of individual canners.

Stock Statistics to be Issued Soon

Statistics on the stocks of canned corn, peas and tomatoes in the hands of canners and distributors as of January 1st will be announced by the Census Bureau on March 24 and will be published by the National Canners Association in the form of a circular that will be sent to all members. Reports have been received by the Census Bureau from 98 per cent of the canners asked to file returns while 85 per cent of the distributors to whom schedules were sent have furnished figures on their stocks.

The policy of the Census Bureau is to issue reports when complete statistics are collected. This first report on stocks is to be issued without figures from 2 per cent of the canners and 15 per cent of the distributors, but further service by the Bureau will be possible only if the remaining canners and distributors are willing to supply the figures that will make the statistics on stocks complete.

Index of Information Letter

At the suggestion of canners who have ring binders for filing the Information Letter, the index for the last half of 1927, which is published in this issue, is so placed that it can be easily removed and filed in the binder immediately following the last number of the Letter published in December, 1927.

Forecast of Asparagus Production

A revised estimate of the commercial acreage of asparagus has been issued by the Bureau of Agricultural Economics, showing the acreage this year to be 22,570, with an indicated production of 83 crates per acre, or a total of 1,875,000 crates. In 1927 there were 21,380 acres and the output was 1,779,000 crates.

In addition there are 49,300 acres in the Delta district of California which are grown for canners, with a production fore-

cast of 56,700 tons compared with 53,100 tons from 48,300 acres in 1927.

German Labeling Regulations

When the new German labeling regulations were announced last November, American canned food exporters raised a number of questions as to their interpretation and requested the Bureau of Foreign and Domestic Commerce to secure further information through its Berlin office. The Bureau is now in receipt of a report which is believed to answer all the questions. The original regulations were summarized in the Information Letter for November 12. In a letter to the Association, the Foodstuffs Division of the Bureau of Foreign and Domestic Commerce states:

The original regulations specify that foodstuffs in packages or containers brought into trade by others than the producer must carry the other's individual or firm name *instead of the producers'*. We are advised now that the name of the manufacturer *may be shown* in addition to that of the seller, which *must* be shown. By seller or distributor is meant anyone marketing a product under his own or a firm name other than that of the manufacturer. The place of business of anyone other than a manufacturer who markets the product *must* be shown.

The second section of paragraph two of the regulations contains a number of regulations regarding the marking of the quantity of contents. We are now advised that the regulations will not be enforced so as to make any provisions for tolerances. In other words, the *minimum net contents* must be stated and it will be unsatisfactory to use statements such as "about" or "approximately." In the case of products packed with liquids, such as sardines in olive oil or fruits in syrup, the net weight of the *solid material* must be declared and not the total weight as is the practice in the United States. This is practically a requirement for the declaration of the drained weight of such products. With many items investigation has been carried on and standards set for the drained weight so that no serious difficulties should result from the enforcement of this regulation. It must be borne in mind all the time, however, that the minimum weight must be declared.

It is not the intention of the regulations to eliminate English descriptions and weight statements. English designations or descriptions alone are permitted if they are the customary designations of the product in Germany and if their translation into German might, therefore, cause confusion.

In the last few years there has grown up a rather extensive practice of repacking certain kinds of canned goods. With regard to the labeling of the origin of such products, we are advised that no general rule has been laid down and that the German authorities reserve the right to consider each case on its own merits.

The regulations prescribe two standard size cans, respectively, for fruits and vegetables. The volume of these cans, namely, 900 and 850 cubic centimeters, is taken as the content with the top in place. The use of these cans is not obligatory but if they are used, the larger must be used for vegetables and the smaller for fruits. Larger and smaller sized cans are also described. In each case, different volumes for fruits and vegetables are specified, which are proportional to the standard sizes above mentioned.

Packers' Consent Decree Held Valid

The "Packers' consent decree," entered February 27, 1926, by the Supreme Court of the District of Columbia, was held valid by a decision of the U. S. Supreme Court rendered on March 19.

Larger Acreage of Sweet Potatoes Indicated

The acreage to be planted this year in sweet potatoes will be about $5\frac{1}{2}$ per cent greater than in 1927, according to a report on planting intentions issued by the U. S. Bureau of Agricultural Economics on March 16.

New French Tariff Effective March 16

The revision of the French import duties, referred to in the Information Letter for March 10, has been made effective from March 16 by special decree, according to the American Commercial Attache in Paris.

Association's Policy in Giving Service to Cannery

In Information Letter No. 237 attention was called to a resolution passed by the Board of Directors last December, with respect to service to cannery applying for membership. As the report has apparently given rise to some misunderstanding concerning the eligibility of cannery to membership, attention is called to the fact that this resolution relates only to the policy of the Association in giving service, and does not set up a qualification for membership.

The resolution provided that the Association shall continue its policy of extending service to cannery only after acceptance of their application for membership by the Board and that such service shall not involve claims or controversial questions arising prior to their application for membership.

Western Cannery Association Meeting in April

The 44th annual meeting of the Western Cannery Association, it is announced, will be held at the Sherman Hotel in Chicago on April 16 and 17.

Convention of American Wholesale Grocers Association

The annual convention of the American Wholesale Grocers Association will be held at the Gibson Hotel in Cincinnati the week of April 23.